

In still another aspect of the invention, in a reflective-transmissive type liquid crystal display apparatus that displays an image using an artificial light or a natural light passing through a liquid crystal layer, the reflective-transmissive type liquid crystal display apparatus includes a first substrate, a switching device formed in a pixel area that is defined by a gate line and a source line disposed on the first substrate, an insulating layer formed on the switching device and the first substrate with a contact hole through which the drain electrode is partially exposed, a pixel electrode partially formed on the insulating layer, and connected to the drain electrode through the contact hole, an organic insulating layer formed on the insulating layer and the pixel electrode to expose the insulating layer corresponding to the transmitting areasecond area, an inter-insulating layerprotecting layer formed on the organic layer corresponding to the reflecting areafirst area, and a reflecting plate disposed on the inter-insulating layerprotecting layer.

Please amend the third full paragraph of page 5 of the present application as follows:

According to the reflective-transmissive type liquid crystal display apparatus, a portion of the reflecting plate is extended to and overlapped with the transmitting areasecond area depending upon the rubbing direction of the liquid crystal layer. Thus, the reflective-transmissive type LCD apparatus may prevent occurrence of the afterimage and leakage of light, and may enhance a contrast ratio thereof when operated in a transmissive mode.

Please amend the paragraph from lines 22-24 at page 5 of the present application as follows:

FIG. 3 is an enlarged view showing a boundary area between the reflecting areafirst area and the transmitting areasecond area of the reflective-transmissive type LCD apparatus shown in FIG. 2;

9-11

Please amend lines ~~9-11~~ of page 6 of the present application as follows:

lw 12/6/10

FIG. 8 is an enlarged view showing a boundary area between the reflecting areafirst area and the transmitting areasecond area of the reflective-transmissive type LCD apparatus shown in FIG. 7;

14-25

Please amend the paragraphs from lines ~~14-16~~ at page 6 of the present application as follows:

lw 12/6/10

FIG. 10 is a plan view showing a reflecting plate partially overlapped with a transmitting areasecond area of a reflective-transmissive type LCD apparatus according to an exemplary embodiment of the present invention;

FIG. 11 is a plan view showing a reflecting plate partially overlapped with a transmitting areasecond area of a reflective-transmissive type LCD apparatus according to another exemplary embodiment of the present invention;

FIG. 12 is a plan view showing a reflecting plate partially overlapped with a transmitting areasecond area of a reflective-transmissive type LCD apparatus according to another exemplary embodiment of the present invention;

FIG. 13 is a plan view showing a reflecting plate partially overlapped with a transmitting areasecond area of a reflective-transmissive type LCD apparatus according to another exemplary embodiment of the present invention; and

Please amend the paragraph from line 25 of page 7 to line 1 of page 8 of the present application as follows:

The reflecting plate 160 includes an edge that is partially extended from the reflecting areafirst area to the transmitting areasecond area and connected to the pixel electrode 150.

Please amend the first full paragraph of page 8 of the present application as follows:

In this exemplary embodiment, the reflecting plate 160 formed on the reflecting areafirst area is partially extended to a transmissive window 145 in consideration of a rubbing direction of an alignment layer (not shown) formed on the array substrate 100,

Please amend the first full paragraph of page 10 of the present application as follows:

The liquid crystal layer 300 disposed between the array substrate 100 and the color filter substrate 200 transmits natural light NL passing through the color filter substrate 200 or transmits artificial light AL passing through a transmission window 145 in response to a voltage signal applied to the pixel electrode 150 of the array substrate 100 and a voltage signal applied to a common electrode layer (not shown) of the color filter substrate 200. The liquid crystal layer 300 has a different cell gap at each of a first area at which a first contact hole 141 is formed, a second area at which the first contact hole 141 is not formed and a third area. The first and second areas correspond to the reflection area, and the third area corresponds to the transmitting areasecond area. The cell gap of the liquid crystal layer 300 corresponding to the first area, the cell gap of the liquid crystal layer 300 corresponding to the second area and the cell gap of the liquid crystal layer 300 are represented as d1, d2 and d3, respectively. Here, a thickness of the liquid crystal layer 300 for each different cell gap meets a condition of $d2 < d1 < d3$.

Please amend the paragraph from line 25 of page 10 to line 4 of page 11 of the present application as follows:

The cell gap concerning the reflecting areafirst area and the transmitting areasecond area depends upon the liquid crystal molecules of the liquid crystal layer 300 and an optical film disposed on and under the liquid crystal layer 300. In general, the cell gap d2 corresponding to the reflecting areafirst area is less than about 1.7 μm , and the cell gap d3 corresponding to the transmitting areasecond area is less than about 3.3 μm .

Please amend the first full paragraph of page 2 of the present application as follows:

lw 12/6/10

FIG. 3 is an enlarged view showing a boundary area between the reflecting areafirst area and the transmitting areasecond area of the reflective-transmissive type LCD apparatus shown in FIG. 2.